

**ABSTRACT OF THE DISCLOSURE**

A method for modifying at least one colorimetric attribute of a predetermined region (22,24) of a motion picture frame (20) in which metadata associated with the motion picture frame (20) is provided, the metadata defining the predetermined region (22,24) of the frame (20). A colorimetric transform is applied to pixels within the predetermined region (22,24), modifying the at least one colorimetric attribute thereby.